

Ad sizes and rates

The AMA publishes the Alberta Doctors' Digest digital news magazine six times annually: add.albertadoctors.org

Display ads for ADD

Display ads are permanently embedded within the issue that they appear and continue to be visible and clickable even after the issue is archived. When submitting a display ad, please provide website URL (web address). Accepted file formats for display ads are jpeg, png and animated gif.

Ad size	Content category	Position	One-time rate	Six-time rate
Leaderboard- 728 x 90 pixels	Home page	Header	\$1,500	\$1,200
Square- 300 x 250 pixels	Home page	Side-bar	\$950	\$750
Leaderboard	Article	Header	\$950	\$750
Square	Article	Side-bar	\$700	\$550

Video

Video ads require a YouTube or Vimeo embed code from the advertiser.

Dimensions: Square (300 X 250 px)		
Position	One-time rate	Six-time rate
Side-bar	\$875	\$725

Content advertising (articles)

Sponsored articles are \$3,220 per issue. Sponsored articles appear in the current issue only and then become archived within the appropriate back issue. Advertisers are limited to two sponsored articles per year.

Classified ads for ADD and MD Scope

\$85 for 50 words or less; 25¢ each additional word.

ADD Classifieds are updated with each new issue of ADD, which is published six times annually: add.albertadoctors.org/classifieds/

MD Scope Classifieds are updated with each new issue of MD Scope, which is published twice monthly: albertadoctors.org/scope-classifieds

Member discounts

- 40% for classifieds
- 25% for display ads

Prices listed above do not include GST.

Effective August 3, 2023

The Alberta Medical Association reserves the right to refuse advertising that promotes products or services already offered by companies associated with the AMA.

